

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Quarterly Report
October 1 - December 31, 2019**

Prepared by the

Santa Barbara Metropolitan Transit District



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The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 25,901, provides the City with data regarding this service.

DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet electric shuttle service to meet downtown Santa Barbara traffic-reduction and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors (62 and up), Medicare cardholders, and persons with disabilities. Beginning in October 2018, MTD offers a one-day pass for \$1, good for unlimited rides in any direction, in one calendar day on the Downtown and Waterfront Shuttles. Transfers between the State Street and Waterfront routes are free.

Beginning on June 10th, 2019, the Downtown Shuttle adjusted its route to serve the Funk Zone directly, adding a new stop at Yanonali and Anacapa Streets on the inbound trip. Additionally, Lines 31 and 32 were combined into one line, the new Line 34 (Waterfront Shuttle). This was done for streamlined reporting and for better utility for the riding public using the SBMTD BusTracker app. Because of this change, the tables below reference Lines 31 and 32 in FY 19, while all FY 20 Waterfront Shuttle ridership is reflected in Line 34. To compare year over year ridership, observers should combine ridership on Lines 31 and 32 to compare to ridership on Line 34.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for the period from July through September 2019, corresponding to the first quarter of fiscal year (FY) 2020. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding period of the previous fiscal year, as well as the percent change in ridership compared to the previous year. The first quarter of the current fiscal year had 64 weekday service days, and 28 weekend service days. This accounts for one more weekday service day and one fewer weekend service day than the first quarter of FY 2019.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in the first quarter of FY 2020, along with corresponding data from the previous fiscal year. The table also presents ridership per revenue hour

for each route for the current quarter and the corresponding quarter of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 53,074 passengers in the second quarter of FY 2019 to 48,350 in the same quarter of FY 2020. Ridership decreased on both State Street and the Waterfront, though the Waterfront decrease was negligible. Table 2 shows that second quarter revenue hours increased by only 8 hours, with 3,131 hours in FY 2019 and 3,139 hours in FY 2020. Average riders per revenue hour decreased from 17 in FY 2019 to 15.4 in FY 2020. Quarterly estimated fare revenue decreased from \$20,290.25 in FY 2019 to \$15,584.76 in FY 2020. The percentage of passengers who paid the \$0.25 half-fare increased from 25.63 percent in FY 2019 to 27.36 percent in FY 2020.

TABLE 1
Downtown-Waterfront Shuttle Ridership

| Line | Current Quarter | | Fiscal Year To-Date | | Percent Change | |
|--------------------------------------|--------------------|--------------------|---------------------|--------------------|--------------------|--------------|
| | FY 2020 Oct-Dec | FY 2019 Oct-Dec | FY 2020 Jul-Dec | FY 2019 Jul-Dec | Current Quarter | FY Total |
| Line 30 - State Street | 39,367 | 44,563 | 107,736 | 118,953 | -11.7% | -9.4% |
| Line 31 - East Beach | 0 | 5,323 | 0 | 16,726 | n/a | n/a |
| Line 32 - West Beach | 0 | 3,188 | 0 | 11,043 | n/a | n/a |
| Line 34 - Waterfront | 8,983 | 0 | 27,542 | 0 | n/a | n/a |
| <i>Downtown-Waterfront Total</i> | <i>48,350</i> | <i>53,074</i> | <i>135,278</i> | <i>146,722</i> | <i>-8.9%</i> | <i>-7.8%</i> |

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
Downtown-Waterfront Shuttle Revenue Hours

| Line | Current Quarter | | Fiscal Year To-Date | | Riders per Hour | |
|--------------------------------------|--------------------|--------------------|---------------------|--------------------|--------------------|--------------------|
| | FY 2020 Oct-Dec | FY 2019 Oct-Dec | FY 2020 Jul-Dec | FY 2019 Jul-Dec | FY 2020 Oct-Dec | FY 2019 Oct-Dec |
| Line 30 - State Street | 2,402 | 2,400 | 5,617 | 5,708 | 16.4 | 18.6 |
| Line 31 - East Beach | 0 | 490 | 0 | 1,351 | n/a | 10.9 |
| Line 32 - West Beach | 0 | 241 | 0 | 635 | n/a | 13.2 |
| Line 34 - Waterfront | 737 | 0 | 1,986 | 0 | 12.2 | n/a |
| <i>Downtown-Waterfront Total</i> | <i>3,139</i> | <i>3,131</i> | <i>7,603</i> | <i>7,694</i> | <i>15.4</i> | <i>17.0</i> |

Source: Santa Barbara Metropolitan Transit District.

Five-Year Trend

Tables 3A, 3B, and 3C present five-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general, the primary market for this shuttle service is

tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The changing state of retail in our Downtown area has had an impact on the activity on State Street. The new activity in the Funk Zone and the resurgence of activity in the area on lower State Street and the Waterfront in the past few years due to new hotel and restaurant offerings has also changed the focal point for visitors and residents.

Marketing & Public Information

- The new Downtown-Waterfront Shuttle Day Pass has been marketed extensively through outreach and partnerships with Visit Santa Barbara and Downtown Santa Barbara. Several locations around town are selling the passes.
- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Pacific Surfliner trains.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- MTD maintains active social media accounts on Facebook, Instagram, and Twitter, often featuring the Downtown-Waterfront Shuttle and the locations it serves.
- Partnership website links are provided by Visit Santa Barbara, Santa Barbara Car Free, and Downtown Santa Barbara.
- The Downtown-Waterfront Shuttle route is featured on the back panel of the "Downtown Map & Guide" produced by Downtown Santa Barbara.
- MTD is an active member of Visit Santa Barbara, Downtown Santa Barbara, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

| Month | Fiscal Year | | | | | |
|-------|-------------|---------|---------|---------|---------|---------|
| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
| Jul. | 54,658 | 46,463 | 47,849 | 50,867 | 37,253 | 33,999 |
| Aug. | 51,828 | 44,916 | 43,125 | 40,542 | 31,649 | 31,017 |
| Sep. | 33,348 | 35,362 | 33,675 | 29,142 | 24,746 | 21,912 |
| Oct. | 32,026 | 30,956 | 32,684 | 25,574 | 19,304 | 20,624 |
| Nov. | 23,349 | 24,314 | 23,033 | 19,393 | 17,874 | 14,831 |
| Dec. | 20,141 | 19,878 | 18,022 | 13,360 | 15,896 | 12,895 |
| Jan. | 24,576 | 22,215 | 18,934 | 18,539 | 15,624 | |
| Feb. | 21,101 | 25,264 | 16,870 | 19,631 | 14,299 | |
| Mar. | 25,645 | 27,752 | 24,179 | 19,048 | 16,743 | |
| Apr. | 28,970 | 31,156 | 28,493 | 22,677 | 20,375 | |
| May | 25,015 | 27,610 | 26,196 | 22,120 | 17,776 | |
| Jun. | 32,865 | 35,296 | 36,444 | 25,472 | 23,744 | |
| Total | 373,522 | 371,182 | 349,504 | 306,365 | 255,283 | |

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

| Month | Fiscal Year | | | | | |
|-------|-------------|---------|---------|---------|---------|---------|
| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
| Jul. | 1,729 | 1,762 | 1,794 | 1,793 | 1,734 | 1,687 |
| Aug. | 1,759 | 1,747 | 1,729 | 1,698 | 1,706 | 1,697 |
| Sep. | 1,106 | 1,298 | 1,208 | 1,136 | 1,122 | 1,079 |
| Oct. | 1,131 | 1,266 | 1,125 | 1,060 | 1,046 | 1,049 |
| Nov. | 1,086 | 1,184 | 1,044 | 1,013 | 1,015 | 1,031 |
| Dec. | 1,072 | 1,073 | 1,059 | 878 | 1,071 | 1,060 |
| Jan. | 1,127 | 1,159 | 1,120 | 1,051 | 1,073 | |
| Feb. | 1,010 | 1,050 | 997 | 969 | 970 | |
| Mar. | 1,111 | 1,151 | 1,070 | 1,059 | 1,073 | |
| Apr. | 1,132 | 1,158 | 1,082 | 1,033 | 1,019 | |
| May | 1,323 | 1,192 | 1,193 | 1,183 | 1,212 | |
| Jun. | 1,673 | 1,676 | 1,671 | 1,676 | 1,646 | |
| Total | 15,259 | 15,716 | 15,092 | 14,549 | 14,687 | |

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

| Month | Fiscal Year | | | | | |
|-------|-------------|---------|---------|---------|---------|---------|
| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
| Jul. | 31.6 | 26.4 | 26.7 | 28.4 | 21.5 | 20.2 |
| Aug. | 29.5 | 25.7 | 24.9 | 23.9 | 18.6 | 18.3 |
| Sep. | 30.2 | 27.2 | 27.9 | 25.7 | 22.1 | 20.3 |
| Oct. | 28.3 | 24.5 | 29.1 | 24.1 | 18.5 | 19.7 |
| Nov. | 21.5 | 20.5 | 22.1 | 19.1 | 17.6 | 14.4 |
| Dec. | 18.8 | 18.5 | 17.0 | 15.2 | 14.8 | 12.2 |
| Jan. | 21.8 | 19.2 | 16.9 | 17.6 | 14.6 | |
| Feb. | 20.9 | 24.1 | 16.9 | 20.3 | 14.7 | |
| Mar. | 23.1 | 24.1 | 22.6 | 18.0 | 15.6 | |
| Apr. | 25.6 | 26.9 | 26.3 | 22.0 | 20.0 | |
| May | 18.9 | 23.2 | 22.0 | 18.7 | 14.7 | |
| Jun. | 19.6 | 21.1 | 21.8 | 15.2 | 14.4 | |
| Avg. | 24.5 | 23.6 | 23.2 | 21.1 | 17.4 | |

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2019 & FY 2020 Downtown-Waterfront Shuttle by Month

FIGURE 1
FY 2019 and FY 2020
Downtown-Waterfront Shuttle

